



**thebrandlaureate®**  
THE AWARD FOR BRANDS & BRANDING



NOMINATIONS ARE NOW OPEN FOR THE AWARDS

For more information contact –  
[info@thebrandlaureate.com](mailto:info@thebrandlaureate.com) or call +603-77100348



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THE BRANDLAUREATE  
**PROPERTY  
BRANDING**  
AWARDS 2024

**YOUR PROPERTY, YOUR BRAND  
PRIORITIZE AND POPULARIZE  
TO PROPERTIZE YOUR BRAND**



# A MUST RECOGNITION FOR THE PROPERTY INDUSTRY

## The Masterpiece of Your Creation

The BrandLaureate Property Branding Awards 2024 trophy is a masterpiece that denotes the standard of excellence of this prestigious and outstanding Award. Especially crafted for the Award, the trophy is made up of 2 precious metals, pewter as its base with 24k gold plating.

The trophy stands on a solid base which all successful brands must have. The 3 elevations on the trophy signify the actions of PRIORITIZE, POPULARIZE and PROPERTIZE which all brands need to do to ensure its success and sustainability.

Brands that are able to PROPERTIZE their value would be able to move up the stairway of success and ultimately reach their vision of being industry champions and No.1 brand as reflected in The BrandLaureate's emblem, a mark of excellence and leadership which is firmly entrenched and positioned at the top of the trophy.

The BrandLaureate Property Branding Awards' trophy is all about STRENGTH, SIGNIFICANCE and SUCCESS, attributes of BrandLaureates, as the winners of the Awards are known.

Congratulations to the BrandLaureates!

**ONE GREAT AWARD  
IS GOOD ENOUGH FOR YOUR BRAND**  
IT HAS TO BE THE BRANDLAUREATE AWARDS OR NOTHING

## THE INDUSTRY AWARD FOR YOUR BRAND EXCELLENCE



**PROF DR KKJOHAN**  
WORLD PRESIDENT  
THE BRANDLAUREATE



**FAN YEY JYE**  
ORGANIZING CHAIRMAN  
PROPERTY BRANDING AWARDS 2024

**What makes a good property brand? How do you make potential customers choose your brand instead of other brands?**

The property industry is very competitive and we see new property launches every week. There is the property glut that exists as a result of the pandemic. How do property developers ensure that their units will be saleable and their business profitable?

The answer to these questions is **BRANDING**. Sound and effective branding to build strong brands that have positive brand perception, stand out from the rest, have its unique value added proposition, engage and win the trust and confidence of customers. Businesses need to realize that brands are key drivers of growth and they need to make it their top priority to capitalize on the brand potential and in the case of property brands – **PROPRTIZE** on the brand.

The World Brands Foundation (TWBF) organizes **The BrandLaureate Property Branding Awards 2024** to recognize and honor best brands in the property sector and its eco-system. The foundation of a property rests on the whole supply chain and every player contributes to its success, hence brands in the supply chain can participate in this Award.

Winning The BrandLaureate Property Branding Awards is a testament of the brand's strength and resilience as only strong and successful brands are recognized by TWBF, the world's only brands and branding foundation that promotes and advocates brand excellence in all businesses and brands.

The BrandLaureate Property Branding Awards 2024 provide you with the best platform to elevate your brand positioning and reach out to your target audience. Celebrate your brand achievements with this prestigious **The BrandLaureate Property Branding Awards 2024**, an Award that your brand truly deserves.

**Your Property, Your Brand. Propertize Your Brand For Success.**

**Prof Dr KKJohan**  
World President of The BrandLaureate

Welcome to The BrandLaureate Property Branding Awards 2024. Organized by The World Brands Foundation, its main objective is to encourage property brands and those in its supply chain to strive towards brand excellence and achieve the ultimate of being a BrandLaureate, as the winners of The BrandLaureate Awards are known.

The BrandLaureate Property Branding Awards 2024 recognizes brands that have demonstrated strong leadership in building their brands to be industry leaders. These winning brands are led by performance driven leaders like your goodself, dynamic and forward looking, resilient and committed to the growth and progress of the brand.

Winning The BrandLaureate Property Branding Awards 2024 enable brands to differentiate themselves from the rest of other brands in the industry. This prestigious Award is the best platform to showcase your brand attributes and it also elevates your brand image many notches up. Research has shown that customers are drawn to award winning brands as these brands are noted for their quality products and services. Award winning brands have positive perception, top of mind recall and the preferred choice of customers.

The BrandLaureate Awards is noted to be a source of inspiration to BrandLaureates as it motivates the management and staff of the brand to do better to ensure that the brand maintains its leadership positioning and competitive advantage. History has also shown that these winning brands have seen their business expanding and revenue growing after winning the Award.

As the Organizing Chairman, I am delighted to invite you to participate in **The BrandLaureate Property Branding Awards 2024**, an Award that is endorsed by The World Brands Foundation that has recognized over 2500 brands in the world and 500 and more local and international brand leaders.

Lastly, I look forward to your presence at the Awards' Gala Dinner as we come together to celebrate your brand's success.

**Fan Yea Jye**  
Organizing Chairman  
Property Branding Awards 2024